WHAT IS CLAIMED IS:

1. A method for data integration with interative voice response systems, the method comprising:

receiving, by a telephony server, a request for a call-back issued by a user at a user

5   station by selecting telephone information service via a browser, the request including a telephone number, to be used for the call-back, and user information; and

placing a call, by the telephony server, to a call center that facilitates the telephone information service, through a phone connection, the call center comprising an interactive voice response system, the call delivering information relevant to the request to the call

10 center according to an interactive voice response tree used by the interactive voice response system.

2. The method according to claim 1, wherein the user information includes user's account information.

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3. The method according to claim 1, wherein placing a call comprises:

generating a string of DTMF codes encoding the user information based on the interactive voice response tree;

transmitting the string of DTMF codes to the call center.

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4. The method according to claim 3, further comprising:

routing, by the call center, the call to an agent station; and

presenting the user information, decoded from the string of DTMF codes, on the agent station.

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5. A system for data integration with interative voice response systems, the system comprising:

a user's telephone and a user's device with network connection to access data on a browser;

5 a call center providing a telephone information service;

a telephony server for data integration connecting to both the user's browser, via a browser server, and the call center, via a phone switching network, the telephony server receiving a request for a call-back issued from a user via the user's browser, wherein the request includes a phone number for the call-back and user information, the telephony

10 server placing a call, based on the request, to the call center and delivering the user information to the call center.

6. The system according to claim 5, wherein the device is a personal computer.

15 7. The system according to claim 5, wherein the device is a personal digital assistant device.

8. The system according to claim 5, wherein the device is a laptop computer.

20 9. The system according to claim 5, wherein the device is a wireless personal digital assistant device.

10. The system according to claim 5, wherein the call center comprises:

an interactive voice response system for interactively responding a call, via voice,

25 based on an interactive voice response tree;

an automatic call distributor for routing the call to an agent at an agent station; and

an automatic call distribution gate for selectively connecting a routed call to the agent station.

11.   The system according to claim 5, wherein the call center comprises:

5   an interactive voice response system for interactively responding a call via voice based on an interactive voice response tree; and

a customer relation management system for storing, retrieving, and managing user information.

12.   The system according to claim 5, wherein the call center comprises:

10   an interactive voice response system for interactively responding a call via voice based on an interactive voice response tree;

an automatic call distributor for routing the call to an agent at an agent station;

a customer relation management system for storing, retrieving, and managing user information; and

15   an automatic call distribution gate for selectively connecting a routed call to the agent station.

13. The system according to claim 5, wherein the telephony server comprises:

a receiver for receiving, from the browser server, the request issued by the user;

a DTMF code generator for generating a string of DTMF codes encoding the user

20   information based on the interactive voice response tree; and

a transmitter for transmitting the DTMF string to the call center by delivering the string of DTMF codes to the interactive voice response system of the call center.

14. The system according to claim 5, further comprising at least one agent station

25   connecting to the call center.

15. The system according to claim 14, wherein the agent station comprises:

a telephone for receiving and answering a routed call from the call center;

a display screen for information display; and

5   a presentation unit for receiving the user information, sent with the routed call, and

for displaying the user information on the display screen.

16. A computer readable medium having program code stored thereon, such that

when the code is read and executed by a computer, the computer is caused to:

10   receive, by a telephony server, a request for a call-back issued by a user by

selecting a telephone information service via a browser, the request including a telephone

number, to be used for the call-back, and user information; and

place a call, by the telephony server, to a call center that facilitates the telephone

infomration service, through a phone connection, the call center comprising an interactive

15   voice response system, the call delivering information relevant to the request to the call

center according to an interactive voice response tree used by the interactive voice

response system.

17. A medium according to claim 16, wherein the code recorded on the medium

20   further causes the computer to:

receive, by the telephony server, the request;

generate a string of DTMF codes encoding the user information based on the

interactive voice response tree; and

transmit the string of DTMF codes to the call center.

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18. A medium according to claim 17, wherein the information recorded on the medium further causes the computer to:

route, by the call center, the call to an agent station; and

present the user information, decoded from the string of DTMF codes, on the agent

5   station.